



TOOELE COUNTY TOURISM PROFILE

County Indicator	2004	2005	2006	% Change 2005-2006	State Ranking
DEMOGRAPHIC					
Population	50,075	52,133	54,375	4.3%	7
Total Non-Ag Employment	12,513	13,933	14,753	5.9%	10
Non-Ag Avg Monthly Wage	\$2,852	\$2,942	\$2,998	1.9%	5
Per Capita Income	\$21,398	\$22,442	\$23,630	5.3%	20
Unemployment Rate	5.4%	4.3%	3.2%	-25.6%	14
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)	\$35.9	\$39.0	\$40.4	3.6%	18
Travel & Tourism Related Employment	708	742	770	3.8%	18
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending	\$1,202.1	\$1,320.8	\$1,374.1	4.0%	18
Transient Room Tax	\$120.4	\$140.8	\$166.8	18.5%	18
Restaurant Tax	\$258.5	\$318.1	\$355.5	11.8%	9
Car Rental Tax	--	--	--	--	--
Gross Taxable Retail Sales (millions)	\$418.3	\$447.7	\$559.6	25.0%	10
REGIONAL VISITATION COUNTS					
I-80 UT/NV Traffic Count	2,230,150	2,273,950	2,286,725	0.6%	
Willard Bay S.P.	138,868	244,049	325,933	33.6%	
Antelope Island S.P.	255,155	272,381	250,886	-7.9%	
Utah Lake S.P.	166,211	252,565	265,271	5.0%	
Great Salt Lake S.P.	87,170	57,966	138,763	139.4%	
Camp Floyd S.P.	12,293	15,422	15,850	2.8%	

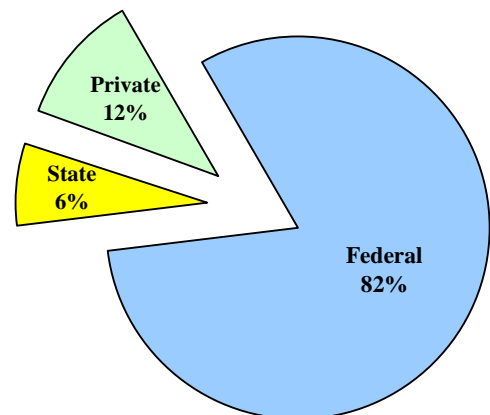
Land Ownership - 2006		No. of Acres	% Total
Total Acres in County		4,420,793	100.0%
Federal Government		3,641,183	82.4%
BLM		1,905,551	43.1%
US Forest Service		161,739	3.7%
National Park Service		--	--
National Wildlife Refuge		--	--
Other •		1,573,893	35.6%
State Government		313,161	7.1%
Utah State Parks & Recreation		564	0.0%
Utah State Wildlife Reserves		1,671	0.0%
State Trust Lands		257,985	5.8%
Other ••		52,941	1.2%
American Indian		19,501	0.4%
Private*		501,091	11.3%

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

*May include some local government land

Land Ownership - 2006



Tooele County Tourism Profile

